

Xerox Corporation offers our customers an innovative array of services, solutions, and software, as well as a broad range of color and black-and-white digital printers, digital presses, multifunction devices, and digital copiers. Our vision is to help people find better ways to do great work. We do this by consistently leading in document technologies, products, and services that improve work processes and business results. For more information about world-class Xerox solutions or to schedule an appointment with a Xerox sales representative, call 1-800-ASK-XEROX ext. 964, or visit www.xerox.com/service.

“SFU is always looking for partners in many different areas. Xerox is an innovative company that provides cutting-edge document solutions. To be associated with Xerox is a great partnership for us and we’re very proud to have that association.”

Denis Bérubé,
Director of Finance and Ancillary Services,
Simon Fraser University

A valuable partnership

Even though university departments are not required to use Nadrajan’s shop, it has become their first choice, thanks to digital print quality and superior customer service. This has reduced costs for SFU and helps ensure documents have a more consistent look and feel that promotes the university’s brand.

Today, most of the printing production work for SFU is done internally. Revenues for the in-plant center has more than doubled, using the same number of staff. And—customers are much happier. Nadrajan says this is a credit to the center’s staff who embraced change and The New Business of Printing®

As Nadrajan explains he had a choice of vendors, but chose Xerox because of the technology, service, support, and partnering relationship he knew Xerox would provide. “Our success at SFU Document Solutions,” says Nadrajan, “has been through Xerox.”

Results you can measure

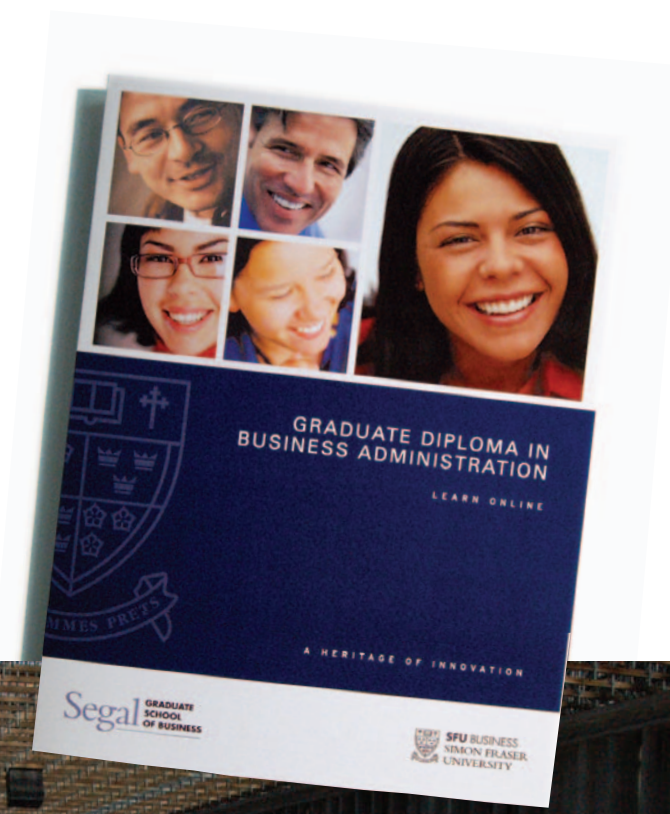
Adding value to customer relationships by providing new capabilities for a broad range of documents, faster turnaround, and more responsive service.

Solving operational challenges by dramatically streamlining internal workflows and enabling existing staff to do more, in less time, and with greater accuracy.

A sustainable in-plant business model for delivering workflow and digital print production efficiencies that better service customer needs. This supports future investments in technology that give SFU Document Solutions a substantial competitive advantage in the marketplace.

Simon Fraser University

exemplifies how digital printing technology can transform an in-plant print shop and exceed customer expectations.



Simon Fraser University

SFU Document Solutions is the in-plant printing and publishing center for Simon Fraser University in Vancouver, British Columbia. Running two shifts with 15 employees, the center provides a complete range of digital and offset printing services for faculty, staff, and students. These include course-related materials, marketing collaterals, books, wide-format posters, and even silk-screening for T-shirts. Digital print volume is in excess of 2 million monochrome and 400,000 color pages per month.



wide array of marketing and promotional collateral materials for the school's different programs, which are a significant element of SFU's brand image.

Automated workflow drives satisfaction

This relentless flow of documents necessitates a robust workflow. "When I got here there was no such thing as workflow," Nadrajan recounts. "Jobs would come in, be manually inspected, and we'd find problems with the job, sometimes not until they reached the press. Working with Xerox we found FreeFlow Process Manager to be the ideal way to tie incoming jobs to the DocuSP front-end we use for our DocuTechs and the iGen."

Today, the entire job submission process is automated. In minutes, Process Manager checks incoming files for missing fonts, low-resolution graphics, imposition, incorrect color spaces, page sizes, and other potential errors. It then notifies customer service managers whether or not the file is ready to print, making it easier for the service manager to request a corrected file from a customer without disrupting the workflow or schedule. Jobs that are ready to print automatically enter the print queue. "We're able to get last-minute book orders delivered in the same business day or within 24 hours, which our students absolutely love," says Darin Book, SFU bookstore manager.

Reaching out with variable data

Colleges and universities are competing for students in a shrinking pool of high school graduates, so reaching a prospective student in a more personal way can be vital. To do this, SFU has adopted XMPie® software.

"To go to MBA fairs, get the names of thousands of people who may be interested in coming here, and be able to send them a personalized brochure—maybe before they even get home—and also give them a unique response URL to our website, is tremendous," says Sue Ann Linde, director of marketing and communications for the SFU Faculty of Business.

Ron Heath, SFU registrar, agrees. "Every student has different interests and customized brochures that highlight a student's interests are a powerful selling tool for SFU."

Raj Nadrajan, director, SFU Document Solutions, had a vision: he saw an in-plant document center that used the latest digital printing technologies to provide complete document production services for the entire Simon Fraser University community. But bringing that vision to life required a complete transformation of the existing facility. The operation he inherited was hampered by inefficient manual workflows, poor customer service, and obsolete traditional technology.

Providing knowledge

From the outset, Nadrajan knew providing excellent service and top-quality documents would be crucial to success. "We deliver knowledge," he says, "and today we deliver most of our knowledge through print."

Nadrajan focused first on course packs, the compilations of articles many professors use to supplement traditional textbooks. He began with a single Xerox DocuTech® 6135, a Xerox DocuSP® front-end, and Xerox FreeFlow® Makeready software to facilitate print production. Working closely with the university bookstore to understand and meet its needs, SFU Document Solutions was soon able to deliver a superior product at a lower cost and with faster turnarounds. Today, four DocuTech 6135s support the bookstore's demands.

Enhancing value

Course packs can be printed for the exact number of students enrolled in a course, eliminating waste, and additional books can be provided within 24 hours should enrollment increase at the last minute. Thanks to a Xerox iGen3® Digital Production Press, course packs now have attractive color covers and are perfect bound, a big change from the photocopied, monochrome, spiral-bound versions once used. Business professor Peter Tingling says the old packs were of low quality and didn't look professional. Holding up a current example he says, "This looks like something students will want to pay for, use, and reference."

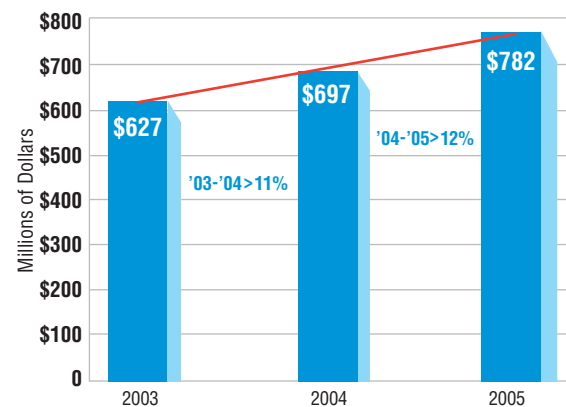
Color makes an impact

Today, virtually all of SFU's 400,000 color pages per month are produced on the iGen3, which is well-suited to handling a steady stream of low- to moderate-volume jobs. In addition to course packs, the iGen3 produces a

"We've been able to bring our margins down lower than they've ever been. We can deliver the books to the students faster and we're selling the books for less than we did six years ago."

Darin Book,
Manager, University Bookstore
Simon Fraser University

Course Packs, Customer Publishing and Electronic Media Growth Rates



Source: 2005 Sigma Information - "College Publishing Market Forecast 05-06"

Note: The Course Pack, Customer Publishing and Electronic Media segment is the fastest growing segment for publishers.

The Challenge

1

- Provide superior customer service while decreasing costs and increasing revenue
- Improve document quality to support the SFU brand
- Find new ways to reach out to prospective students in a competitive market

The Solution

2

- Implement an automated digital workflow using Xerox FreeFlow Makeready and FreeFlow Process Manager
- Use Xerox DocuTech 6135 and iGen3 Digital Production Presses to provide superior print quality and consistency
- Simplify staff training and job management through use of FreeFlow software and DocuSP front-ends
- Use XMPie optimized for FreeFlow to create cross-media personalized documents

The Benefit

3

- SFU Document Solutions has become the preferred resource for the university community and other colleges
- Highly automated workflows save time, money, and improve relationships with customers
- Print quality reinforces the SFU brand promise and presents a professional, positive face to the marketplace
- Personalized brochures and websites strengthen the image of SFU and make it easier to attract new students